

Kaback, Lori

From: Fanwick, Max
Sent: Wednesday, November 14, 2018 9:07 PM
To: minutesandagendas
Subject: EDC Minutes 11/14/2018
Attachments: branding idea.docx

Quorum Count - 6 People Present
Move to Open - Jennie Wong 7:24pm

1. Opening and Administrative
 - a. Motion to Approve Minutes (Second from Max)- 5 Yays 1 Abstention (Jennie Wong)
 - b. Michael Hund Absent for Introduction
 - c. 7:26 Selectwoman Buffanno Enters
 - d. Review of FOIA Clarification on Amending Agenda
2. New Business
 - a. Holiday Collaboration w/Wilton Library
 - i. Gingerbread Competition (Flyer Circulated)
 1. Committee Moved to Pass

Prisad Comes in at 7:39

3. Old Business Updates
 - a. Special Projects
 - i. Gioffre Absent - Item Passed to Next Meeting
 - b. EDC Strategies
 - i. Seminars for Local Businesses at the Library (John)
 1. Reached out to Elaine Tia Lauria on Best Ways to Work Together
 2. Working with Library to Connect with Community Groups
 3. Idea to Create Seminars for Small Business
 4. Wilton Business Forum in Spring
 5. Explore Possibility of Larger Forum form Around the Area
 - ii. Explore Incentive and Business Assistant Programs (Christian)
 1. State of CT Website Resources for Businesses
 2. Creating Better Direction Path to Get Businesses to Right Info
 3. Explore a CT Innovations Partnership
 4. Exploring Capabilities to Connect Startups with Financing
 5. Develop a Grant and Financing Guide
 - iii. Signage Regulations (Melissa)
 1. Mellissa Absent - Item Moved to Next Meeting
 - iv. Joint Economic Development Ridgefield and Redding (AdHoc) (Brad)
 1. Brad Absent - Item Moved to Next Meeting
 - v. Expand Sarah's Hours to Increase Development of Activities
 1. Brad Absent - Item Moved to Next Meeting
 - vi. Hire an Economic Development Resource (Professional) (Brad)
 1. Brad Absent - Item Moved to Next Meeting
 - vii. Expand Sarah or Engage Individual for Target Marketing Efforts (Max)
 1. Branding
 - a. Past Attempts
 - b. Visionary future for town
 - c. Checking around Town with Past Efforts

RECEIVED FOR RECORD
TOWN OF WILTON
2018 NOV 15 A 8:34
BY: LK

- d. Looking into Costs and Needs of Branding
 - e. Building Brand off POCD Vision
 - f. Very Strong Interest in Moving Forward
 - g. Need to Better Define Who Wilton Is
- 2. Residents Recruitment
- 3. Business Recruitment
- viii. Once POCD is Completed Promote/Monitor Development Goals (Prisad)
 - 1. Continuing Research Into Topic
- ix. Sourcing Capital and Development Allies for Active Business Development (Kim)
 - 1. Creating Unique Business Opportunities for Local Businesses
 - 2. Hot to Create Low Risk opportunities for New Businesses
- c. SIMM Update
 - i. Emergency Meeting Last Week for Issues with Selected Architect
 - 1. Issues Working with Municipalities
 - 2. Issues with Insurance and Legal Requirements
 - ii. Moved to Second Architect on List in Place of Firm
 - 1. More Municipal Experience
- d. POCD/P&Z
 - i. Mellissa Not Present at EDC for Update
- e. Residential Real Estate
 - i. Packet of Numbers Distributed
 - ii. Regional Towns All Down with Wilton
 - iii. Market Weak to Start Year and Strengthened
 - iv. Misconception that Wilton is Lagging Further Behind then it is in Closings
 - 1. Ahead if Ridgefield, New Canaan, Rowayton, Darien
 - v. Home Prices up +4.4% Compare to 2017
- f. Commercial Real Estate Update
 - i. Office Space in County Availability Flat from 2017
 - ii. Stamford Skewing from Charter Communication Lease
 - 1. 530,000sq ft in Q3
 - iii. Best Performing Local District- Greenwich
 - 1. Less than 10% Availability
 - iv. County Rent Remains Flat at \$33sq/ft
- g. Marketing Brochure
 - i. No New Information
 - ii. Awaiting More Changes from Lynn and Sarah
- h. Chamber Town Bonfire and Holiday Stroll (December 7th)
 - i. Committee Respectfully Declines
 - ii. Max Fanwick Volunteers to Build Fire if Needed
- 4. Motion to Adjourn from Jennie (9:02pm) Second from Tracy, All in Favor